

Assembly Bill No. 3144

CHAPTER 99

An act to amend Sections 25611.1 and 25611.2 of the Business and Professions Code, relating to alcoholic beverages.

[Approved by Governor June 30, 1996. Filed with
Secretary of State July 1, 1996.]

LEGISLATIVE COUNSEL'S DIGEST

AB 3144, Granlund. Alcoholic beverages: manufacturers and winegrowers: electronic data services.

The Alcoholic Beverage Control Act regulates the provision of signs and other advertising matter to licensed retail premises by manufacturers and others.

That law provides that nothing in that law prohibits any alcoholic beverage manufacturer, manufacturer's agent, or winegrower from furnishing electronic data services, as specified, to a licensed retail premises.

This bill would provide that nothing in that law prohibits any alcoholic beverage manufacturer, manufacturer's agent, winegrower, or wholesaler from furnishing those electronic data services relating to, among other things, electronic invoice transmissions.

The Alcoholic Beverage Control Act provides that any manufacturer, winegrower, manufacturer's agent, rectifier, distiller, bottler, importer, or wholesaler, or any officer, director, or agent of any such person, may furnish, give, lend, or rent specified types of signs.

This bill would expand that list of signs to include acrylic table tent holders.

The people of the State of California do enact as follows:

SECTION 1. Section 25611.1 of the Business and Professions Code is amended to read:

25611.1. Any manufacturer, winegrower, manufacturer's agent, rectifier, distiller, bottler, importer, or wholesaler, or any officer, director, or agent of any such person, may furnish, give, lend, or rent:

(a) Signs relating to wine or distilled spirits, each of which shall not exceed 630 square inches, for interior use in premises where alcoholic beverages are sold for consumption on the premises.

(b) Except as limited in subdivision (a) of this section, signs for interior use in premises where alcoholic beverages are sold for consumption on or off the premises. Signs relating to malt beverage

advertising the beer manufacturer's product principally bearing a conspicuous notice of the manufacturer's name, brand name, trade name, slogans, markings, trademarks, or other symbols commonly associated with and generally used by the manufacturer in identifying the manufacturer's name or product, with or without other graphic or pictorial advertising representations, whether or not illuminated or mechanized, including but not limited to posters, placards, stickers, decals, shelf strips, wall panels, plaques, shadow boxes, mobiles, dummy bottles, bottle toppers, case wrappers, brand identifying statuettes, tap markers, table tents, and acrylic table tent holders. These signs for interior use on licensed premises selling malt beverages shall not be deemed of intrinsic or utilitarian value.

(c) Signs or other advertising matter for exterior use on any licensed premises as may be permitted by this division and rules of the department adopted pursuant thereto.

SEC. 2. Section 25611.2 of the Business and Professions Code is amended to read:

25611.2. Nothing in this chapter shall prohibit any alcoholic beverage manufacturer, manufacturer's agent, winegrower, or wholesaler from furnishing or giving electronic data services to a licensed retail premises. For purposes of this section, "electronic data services" are limited to the transmission by telephone line, microwave, or other electronic means of data relating to retailer inventory of the manufacturer's, winegrower's, or wholesaler's brands, monitoring of brand sales performance, electronic invoice transmissions, and electronic funds transfer.

